

ABSTRACT OF THE DISCLOSURE

Transactional watermarking is disclosed. In one embodiment, a computer-implemented method includes receiving an original multimedia content source. The original multimedia content source may have already had a watermark added thereto.

- 5 The method watermarks at least a portion of the source at least two times, each time with a different watermark to generate a different watermarked version of the original multimedia content source. A final watermarked content source is then generated by utilizing the different watermarked versions of the content source. One particular version of the watermarked content source may be selected as the final watermarked
- 10 content source; at least a portion of at least two of the different watermarked versions of the watermarked content source may be combined to generate the final watermarked content source; etc.

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